

ORDER



Orders
Order / Rev: 168636
Alt Order #: 06861856
Product Desc: TAMMY BALDWIN
Estimate:
Flight Dates: 10/09/12 - 10/15/12
Original Date / Rev: 10/08/12 / 10/08/12
Order Type: GENERAL

KSTP-TV, LLC and KSAX-TV

Primary AE: Anjie Brady
Sales Office: P-PHL
Sales Region: National

Agency Name: Shorr, Johnson, Magnus
Buying Contact: Mike D'ettorre
Billing Contact:
 1831 Chestnut St Ste 602
 Philadelphia, PA 19103

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Tammy Baldwin 4 Senate
Demographic: A35+
Product Codes: PL1
Priority: 3
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/15/12	32	\$14,400.00	\$12,240.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	32	\$14,400.00	\$12,240.00	0.00
Totals	32	\$14,400.00	\$12,240.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Anjie Brady			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	M	10/09/12	10/12/12	M-F 530-6a News M-F 530-6a News	CM	530-6a	- TWTF - -	:30	4	\$250.00	3	0.00	NM	4	\$1,000.00
530A NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- TWTF - -					4	\$250.00		0.00			
E 2	M	10/15/12	10/15/12	M-F 530-6a News M-F 530-6a News	CM	530-6a	M- - - - -	:30	1	\$250.00	3	0.00	NM	1	\$250.00
530A NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M- - - - -					1	\$250.00		0.00			
E 3	M	10/09/12	10/12/12	M-F GMA M-F GMA	CM	7-9a	- TWTF - -	:30	8	\$400.00	3	0.00	NM	8	\$3,200.00
GOOD MRN AMERICA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- TWTF - -					8	\$400.00		0.00			
E 4	M	10/15/12	10/15/12	M-F GMA M-F GMA	CM	7-9a	M- - - - -	:30	2	\$400.00	3	0.00	NM	2	\$800.00
GOOD MRN AMERICA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M- - - - -					2	\$400.00		0.00			
E 5	M	10/09/12	10/12/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	- TWTF - -	:30	8	\$450.00	3	0.00	NM	8	\$3,600.00
6A NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- TWTF - -					8	\$450.00		0.00			

Order / Rev: 168636
 Alt Order #: 06861856
 Flight Dates: 10/09/12 - 10/15/12

Advertiser: Tammy Baldwin 4 Senate
 Product Desc: TAMMY BALDWIN
 Estimate:

KSTP-TV, LLC and KSAX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	M	10/15/12	10/15/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	M- - - - -	:30	2	\$450.00	3	0.00	NM	2	\$900.00
6A NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M- - - - -					2	\$450.00		0.00			
E 7	M	10/09/12	10/11/12	M-F The View M-F The View	CM	10-11a	- T- T- - -	:30	2	\$350.00	3	0.00	NM	2	\$700.00
THE VIEW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- T- T- - -					2	\$350.00		0.00			
E 8	M	10/15/12	10/15/12	M-F The View M-F The View	CM	10-11a	M- - - - -	:30	1	\$350.00	3	0.00	NM	1	\$350.00
THE VIEW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M- - - - -					1	\$350.00		0.00			
E 9	M	10/09/12	10/10/12	M-F,Su Late News M-F, Su 10-1035p	CM	10-1035p	- TW- - - -	:30	2	\$900.00	3	0.00	NM	2	\$1,800.00
10P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- TW- - - -					2	\$900.00		0.00			
E 10	M	10/14/12	10/14/12	Su Late News Su 10-1035p	CM	10-1035p	- - - - - S	:30	1	\$900.00	3	0.00	NM	1	\$900.00
10P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- - - - - S					1	\$900.00		0.00			
E 11	M	10/15/12	10/15/12	M-F,Su Late News M-F, Su 10-1035p	CM	10-1035p	M- - - - -	:30	1	\$900.00	3	0.00	NM	1	\$900.00
10P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M- - - - -					1	\$900.00		0.00			
													Totals	32	\$14,400.00